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FOR IMMEDIATE RELEASE

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NOAA's National Weather Service Declares Santa Barbara Calif., TsunamiReady®

With its beautiful beaches and breathtaking coastline, the city known as "The American Riviera" today received NOAA's National Weather Service TsunamiReady[®] recognition. The designation recognizes that Santa Barbara, Calif., its citizens and visitors are better prepared for the threat of tsunamis.

To achieve this distinction the city of Santa Barbara met rigorous criteria, which include developing a tsunami safety plan and communications infrastructure, installation of dozens of tsunami hazard zone and evacuation signs, as well as actively promoting tsunami safety through public awareness activities and training.

The TsunamiReady preparedness program helps communities develop tsunami response plans with NOAA's National Weather Service and local emergency managers. Since the program began in 2004, more than 110 U.S. communities have become TsunamiReady.

At a ceremony today Mark Jackson, meteorologist-in-charge of the National Weather Service Forecast Office in Oxnard, presented a recognition letter and special TsunamiReady signs to city officials.

"Like all areas along the West Coast, a tsunami could strike Santa Barbara at any time," said Jackson. "Preparing for disaster is everyone's responsibility. Develop your own emergency response plan, keep a disaster supply kit on hand and learn the tsunami warning signs."

"The City of Santa Barbara understands the importance of preparation through planning, education, and awareness to strengthen their community against a powerful natural event, and is honored to be receiving the TsunamiReady recognition in collaboration with NOAA's National Weather Service." said fire chief Andy DiMizio. "Going through the process to obtain this designation provided our City with many valuable tools that will help us reduce life and property loss, and recover more quickly in the event of a tsunami."

To be recognized as TsunamiReady a community must:

- Establish a 24-hour center for receiving National Weather Service tsunami warnings and activating local warning systems.
- Have more than one way to alert the public about tsunami warnings.
- Promote public readiness through community education and the distribution of information.
- Develop a formal tsunami plan, which includes holding emergency exercises.

The TsunamiReady program is part of NOAA National Weather Service's working partnership with the International Association of Emergency Managers, the National Emergency Management Association and the National Tsunami Hazard Mitigation Program. The TsunamiReady designation must be renewed after three years.

NOAA's National Weather Service is the primary source of weather data, forecasts and warnings for the United States and its territories. NOAA's National Weather Service operates the most advanced weather and flood warning and forecast system in the world, helping to protect

lives and property and enhance the national economy. Visit us online at weather.gov and on Facebook.

NOAA's mission is to understand and predict changes in the Earth's environment, from the depths of the ocean to the surface of the sun, and to conserve and manage our coastal and marine resources. Join us on Facebook, Twitter and our other social media channels.

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On the Web:

NOAA's National Weather Service: http://www.weather.gov TsunamiReady[®] program: http://www.tsunamiready.noaa.gov TsunamiReady[®] is a registered trademark used by the National Oceanic and Atmospheric Administration.